

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	: 10/805,870	Confirmation No.	1784
Applicant	: Eric B. Watson, et al.		
Filed	: 03/22/2004		
Title	: SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD		
Group Art Unit	: 4176		
Examiner	: Darnell A. Pouncil		
Docket No.	: 306411.01/MFCP.140316		
Customer No.	: 45809		

**VIA EFS-WEB SUBMISSION 7/21/2008**

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT UNDER 37 C.F.R. §1.111**

In response to the Office Action mailed April 21, 2008, having a three-month deadline expiring on July 21, 2008, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the Listing of Claims, which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.